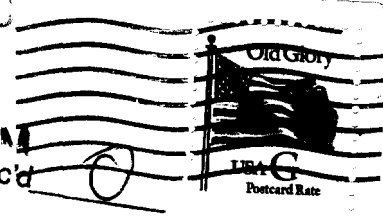


CS Docket No. 09-55
Comment on Industry
Proposal for Rating Video
Programming.

ADOPT A PET FROM YOUR LOCAL SHELTER

R Mitchell



~~TO:~~ Office of the Secretary
Federal Communications
Commission

1919 M Street NW
Washington, DC 20554

Vintage photography by H. Armstrong Roberts

RECEIVED

APR 30 1997

April 3, 1997

FCC MAIL ROOM
"CS Docket No. 97-55 Comment
on Industry Proposal for
Rating Video Programming"

I oppose the meaningless
system that the TV Business
is trying to pass off as a help
for parents - when it really
isn't.

The "V-Chip" and rating
system must not become a
new excuse for the FCC to not
enforce the broadcast
indecentcy law against TV
stations.

I understand that the
Supreme Court has ruled that
the First Amendment does not
apply to obscenity. So, why
is there pornography?

No. of Copies rec'd
List A B C D E

Sincerely,

Mrs. Dolores Hynes
(and family)

CS97-55

23 Pike St.

Cincinnati, OH 45215

Mar. 31, 1997

Office of the Secretary
Federal Communications
Commission

1010 M Street, N.W.
Washington, DC 20554

Dear Commission members,

My letter concerns the new ratings system devised for network television programs. The ratings (TV-G, TV-PG, TV-14, TV-M) are a start, but I think that the viewer should be given more information, such as -V for gratuitous or graphic violence, -S for objectionable sexual content - and maybe P for profanity. As it stands, we do not know much about the content of the program.

As a concerned citizen, I am offering this as some food for thought.

Thanks for listening!

Sincerely
Joseph Lohmueller

APR - 9 1997
FCC MAIL ROOM

RECEIVED

APR 14 1 25 PM '97

CABLE SERVICES BUREAU

April 1, 1997

RECEIVED

APR 9 1997

FCC MAIL ROOM

Office of the Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

RE: CS DOCKET NO. 97-55

COMMENT ON INDUSTRY PROPOSAL FOR RATING VIDEO
PROGRAMMING

Dear Secretary:

I am writing to say that I believe the "V-Chip" rating system put forward by the motion picture, television and cable businesses gives parents only the vaguest idea of the content of a given television episode.

That problem is compounded by the fact that each network's producers rate their own programs, so similar programs get very different tags. For example, the episode of the Fox sitcom *Martin* that ran January 27 had implied group sex, crotch grabbing, pelvic thrusts, and at least eight uses of foul language. It was rated TV-PG.

Instead of accepting their responsibility to produce family-friendly programming, the networks now expect parents to make TV viewing choices - without even giving the information parents need to make the choices. The networks and advertisers can now use this system as an excuse if complaints come in, saying that the public was forewarned by the ratings symbol that appears at the beginning of each show.

Please do everything you can to help return this country to its high moral values that we were founded upon.

Sincerely,

Barbara Sweeney (Name)

115 Hudson St (Address)

*Our Television programs are an utter
outrage to moral, minded values. Our there
are many of us! It's time to do something
about it.*

0897-55

MMB

Lucille S. Salisbury
930 Marlboro Road
Lothian, Maryland 20711
April 3, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

APR 14 1 25 PM '97
REC'D
FCC MAIL ROOM

CABLE SERVICES BUREAU

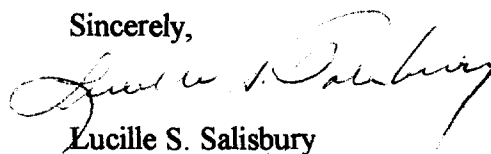
Dear Mr. Caton:

I am writing to urge the Federal Communications Commission to rule the TV **Parental Guidelines** unacceptable. The proposal by the National Association of Broadcasters, the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

While the legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children, the TV Parental Guidelines do not comply fully with the spirit or letter of that provision. For example, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Additionally, the rating icon appears too briefly (15 seconds) before the start of a program. Parents can easily miss it. Another concern is that television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information. Allowing commercials advertising television programs which are inadvisable for children to be aired during programs which are suitable for children is another practice that is not in the spirit of the Act, since this potentially exposes children to harmful programming. Also, local stations can opt to change or not feature a rating, which also infringes on a parent's right to have reliable and timely ratings information. Lastly, the Oversight Monitoring Board established to review the guidelines on a regular basis consists entirely of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

As a child advocate I care deeply about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,


Lucille S. Salisbury

April 1, 1997

Office of the Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

RECEIVED
APR 14 1 14 PM '97
FCC MAIL ROOM

CABLE SERVICES BUREAU

RE: CS DOCKET NO. 97-55

COMMENT ON INDUSTRY PROPOSAL FOR RATING VIDEO
PROGRAMMING

Dear Secretary:

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That problem is compounded by the fact that each network's producers rate their own programs, so similar programs get very different tags. For example, the episode of the Fox sitcom *Martin* that ran January 27 had implied group sex, crotch grabbing, pelvic thrusts, and at least eight uses of foul language. It was rated TV-PG.

Instead of accepting their responsibility to produce family-friendly programming, the networks now expect parents to make TV viewing choices - without even giving the information parents need to make the choices. The networks and advertisers can now use this system as an excuse if complaints come in, saying that the public was forewarned by the ratings symbol that appears at the beginning of each show.

Please do everything you can to help return this country to its high moral values that we were founded upon.

Sincerely,

Doris A. Sweeney (Name)

115 Durban St. (Address)

Pompton Lakes, N.J.

07442

I am a parent of two school-age, (12 + 4) years, girls; and I am very concerned about the present state of our country. Many people, including my family have stopped watching T.V. because of the

CS97-85



Charleston / Huntington

Terry Cole
General Manager

A CBS Affiliate 1

RECEIVED

APR 09 1997

FCC MAIL ROOM

April 4, 1997

RECEIVED

APR 14 1 25 PM '97

CABLE SERVICES BUREAU

Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Commissioners:

As general manager of WOWK television in Charleston/Huntington, WV, I am writing to express how well we feel the voluntary rating system developed by the television industry is working.

Without a doubt, it appears our viewers understand the system, after just three short months of existence. We have experienced very few telephone calls and were asked by only one school to come and explain the concept. Our vice president of community affairs did a presentation at Tornado Elementary School in Tornado, WV, and was extremely surprised at how knowledgeable the students were of the system. Overall, at our station, the viewer feedback we have received has been positive.

The legislative history and the law makes clear the Commission should act only if the industry failed to do so. The industry has acted; it developed and implemented a voluntary ratings system that parents in my community find useful and easy to use. It easily satisfies the requirements of the Telecommunications Act of 1996 and unquestionably meets the standard of "acceptability" in the Act.

I urge the Commission to recognize the importance of what the industry has done and approve the TV Parental Guidelines.

Sincerely,

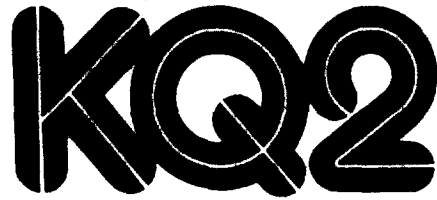
Terry Cole
General Manager


TC/jlr

FCC MAIL ROOM

APR 9 1997

RECEIVED



KQTV  40th & Faraon • P.O. Box 8369 • St. Joseph, Mo. 64508 • (816) 364-2222 • Fax (816) 364-3787

April 3, 1997

Federal Communications Commission
1919 M. Street, N.W.
Washington, D.C. 20554

RE: CS Docket NO. 97-55

Dear Commissioners:

It is my understanding that you are now evaluating the voluntary rating system that KQTV and other stations introduced three months ago. I have read many comments from big city newspaper columnists who claim that the TV Parental Guidelines are not working. I thought you might be interested in the view from a typical small Midwestern television market.

When the Parental Guidelines were introduced, we explained them extensively to our audience through appearances on such programs as our *"Live at Five"*. In addition, we are running no fewer than ten spot announcements each day in news broadcasts and entertainment programs clearly explaining how the guidelines work. We also feel that virtually every newspaper we read here has explained the guidelines very clearly.

As of this morning, our station has not recieved one complaint or question concerning the TV Parental Guidelines by letter, telephone, fax, or in personal conversations with personnel of the station as they circulate in the community. We feel the system has been well accepted and is - even at this early date - doing exceptionally well.

Here in the Midwest a common philosophy is that businesses should act voluntarily to resolve problems responsibly. We believe that by adding the TV Parental Guidelines, we have done just that in a fashion that appears to be working. It builds on the well established movie rating system with which parents are very familiar. In a short time, it will be understood by everyone in our audience.

We would like to request that you allow us to continue building on this very workable set of TV Parental Guidelines by approving them for use in the future. Thank you for your interest in making television even better.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Jerry Condra'.

Jerry Condra
General Manager

No. of Copies rec'd 0
List ABCDE

March 31, 1997

Office of the Secretary
Federal Communications Commission
1919 M Street NW
Washington, DC 20544

RECEIVED

MAR 31 1997

FCC MAIL ROOM

Dear Sir:

In regard to: CS Docket #97-55
Comment on Industry Proposal
for Rating Video Programing

The V-chip and new television rating system is not the answer
for improving quality of viewing for children of this nation.

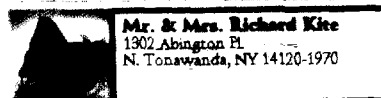
Please consider the many children who don't have the kind of
parents who will monitor their TV choices.

I care about all children, not only the privileged.

It would be better for ALL people young & old, if we could
CLEAN UP programing in general.

Sincerely,

Angie Kite
(Mrs Richard Kite)



RECEIVED

APR 14 1 26 PM '97

CABLE SERVICES BUREAU

43-97

Mr. Reed E. Hundt
Chairman, F.C.C.

Dear Mr. Hundt,

I'm writing this letter to express my concerns about our local cable supplier - Charter Communications, Atlanta.

Without prior warning, our cable rates for basic expanded service rose from \$27.27 to \$29.40, over 10% a month.

This is not the first increase. There were 2 last year. This is just basic service, not premium channels.

It's an outrage for homeowners that a cable company can "bully" us into higher rates without any recourse.

When can we expect the U. S. government and your Commission to intercede for us?

Please give this simple letter some consideration. I look forward to hearing from your office with some positive news for consumers.

Thank you,
Elizabeth Laffoon
105 Yorktown Ct.

8/64/269-0321

8/29/82

To FCC,

4/2/97

I am opposed to the age-based rating system and want a content-based system along with return of the family hour.

As an adult I do believe strongly of role modeling good examples for our children. TV is a huge influence and we need to use the utmost of wisdom.

Thank You Sincerely



K.C. Dailey
1647 Marquette St
Orange CA 92867

STADIUM DRIVE PTA

**244 Stadium Drive
Lake Orion, MI 48360
810-693-5475**

**Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554**

April 1997

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Stadium Drive PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);**
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;**
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;**
- * That the rating board be independent of the industry and the FCC and that it includes parents; and**
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.**

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



**Rio Linda Council PTA
North Highlands, CA
4032 Alta Lorraine Way
North Highlands, CA 95660**

April 3, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Rio Linda Council to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

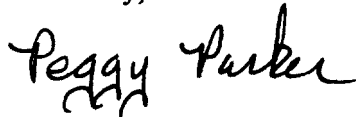
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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

A handwritten signature in cursive script that reads "Peggy Parker". The signature is written in dark ink and is positioned above the printed name and title.

Peggy Parker
President

March 31, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 22
Washington, D.C. 20544

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the screen does not provide sufficient content information to allow parents to make decisions about what is appropriate TV programming for their children..

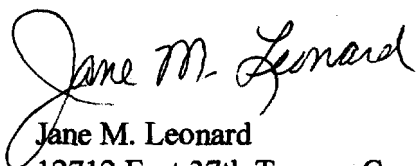
As a parent, I want enough information on the program's content to make choices as to what programs my children may watch. I want to know the degree of explicit sex or sexual innuendo, violence and language contained within the program, I DO NOT WANT a system that tells me the program is appropriate for certain ages. I think that is something parents need to be able to decide, based upon their moral values and the emotional maturity of their child (which does not always coincide with their age maturity).

I also feel that more than one rating system should be available to parents. The symbols used to advise parents should be displayed on the screen during the entire run of the program, so that even whenever a program is accessed, the rating information would be available.

I am very concerned as to who establishes the rating system, and feel it should be appropriately researched with parental input, to be certain it meets the needs of families.

Thank you for this opportunity to comment on an issue I consider extremely important to families.

Sincerely,



Jane M. Leonard
12712 East 37th Terrace Court
Independence, Mo. 64055
(816) 833-3506

Mr. Reed Hundt and the FCC Commission

Office of the Secretary

1919 M Street N.W.. Room 222

Dear Mr. Reed and the FCC Commission.

I am writing to let you know that I strongly disapprove of the new Industry Proposed Age-Based Rating System. I do not want the T.V. Industry deciding what is acceptable for my children to watch. This rating system is way too vague and fails to provide parents with specific information about the content of programs. I strongly urge you to vote against this unwise system. We need a system that is clear, providing enough information to explain how much violence, sexual content, nudity and adult language a program contains. The National PTA has some good suggestions on such systems. I urge you to consider requiring a more direct system to be implemented.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Reihl".

Jennifer Reihl

2823 Totem Dr.
Fairbanks, Alaska
99709

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Bergen County PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for Violence, S for Sexual depiction and nudity and L for Language;

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That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Paul R. Kishus

65 Dwarskill Ln.

Norwood NJ 07648

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

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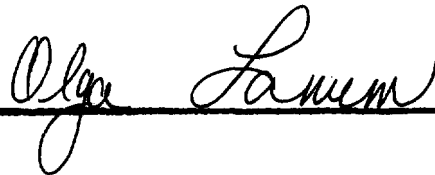
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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



66 Columbus Av.

Little Ferry NJ 07643

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Hackensack Middle School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Amy J. Barry

338 Marvin Av.

Hackensack NJ 07601

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M St. NW, Rm. 222
Wash. D.C. 20554

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Washington School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Pat Hladik

577 New Jersey Av.
Lyndhurst NJ 07647

900 Berkeley Avenue • Trenton, New Jersey 08618
609-393-6709 Fax 609-393-8471

April 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the District PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Pocatello, Idaho

April 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

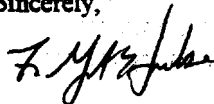
We are writing on behalf of the National PTA and the District PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Pocatello, Idaho

April 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Buena Vista School PTA in Walnut Creek, California to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
→ Looney Tunes are violent
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Debbie A. Helmer

1372 Cornwall Ct

Walnut Creek CA 94596 -2338

Chris Bistline
3901 North Hills Dr.
Austin, TX 78731

April 2, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Murchison Middle School, Austin, TX PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, the following is requested:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

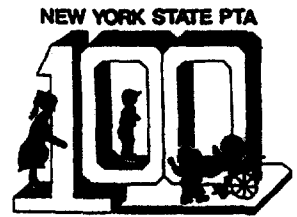
Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Chris Bistline
President
Murchison Middle School PTA
Austin, TX

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NEW YORK STATE CONGRESS OF PARENTS AND TEACHERS, INC.
BRANCH OF THE NATIONAL CONGRESS OF PARENTS AND TEACHERS
119 WASHINGTON AVENUE, ALBANY, NEW YORK 12210-2284
(518) 462-5326 • FAX (518) 462-5339



6 Pavinchal Place
Poughkeepsie, New York 12603
April 3, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the New York State PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. We heard from Mr. Valenti at our National PTA Legislative Conference in March. He presented his arguments most convincingly, but our opinions have not changed. We request the following: